

**In the Specification:**

Please replace the paragraph bridging pages 5 and 6 with the following paragraph:

-- In U.S. patent application Serial No. 07/981,199, (now U.S. Patent 5,425,100), which is assigned to the same assignee as the current application, Thomas et al teach a multi-level encoding system in which an ancillary code may be inserted into a program at each level of distribution of the program. Each ancillary code identifies the source in its corresponding level of the multi-level encoding system. Thus, the program may be tracked through the distribution system.--.

Please delete the paragraph beginning "SUMMARY OF THE INVENTION" on Page 8, line 13 through and including the paragraph ending on line 26 of page 10.

Please replace the paragraph on line 1 of page 11 with the following paragraph:

-- BRIEF DESCRIPTION OF THE [DRAWING] DRAWINGS--.

Please replace the paragraph on lines 6-8 of page 11 with the following paragraph:

-- Figures 1 and 2 schematically illustrate [a] an example coded/non-coded audience measurement system [according to the present invention];--.

Please replace the paragraph on line 21 of page 11 with the following paragraph:

-- DETAILED DESCRIPTION [OF THE INVENTION] --.

Please replace the paragraph on lines 3-31 of Page 12 with the following paragraph:

-- The people meter 16 allows audience members to indicate their presence by means of a remote control 18 and/or a plurality of pushbutton switches 20. The existing remote control which the members of the statistically selected household 12 used prior to installation of the coded/non-coded audience measurement system 10 may be used for the remote control 18. The remote control 18 may instead be provided as part of the household metering apparatus 14. Ideally, in order to minimize changes in the statistically selected household 12, the household metering apparatus 14 should be configured to use the existing remote controls. Alternatively, or additionally, a personal tag 22 may be worn by a viewer and may periodically broadcast an identifying message to the people meter 16. Each viewer in the household may have a personal tag 22 which emits an identifying message exclusively identifying the viewer. Instead of, or in addition to, being arranged to respond to the remote control 18, to the pushbutton switches 20,

and/or to the personal tag 22, the people meter 16 may be arranged to include an image sensing device and a computer image processing system (not shown) in order to passively identify the viewers in a viewing audience without requiring the active participation of the viewers to be identified. Examples of such system are disclosed by Lu in U.S. Pat. No. 4,858,000 and U.S. Pat. No. 5,031,228 and by Lu et al. in allowed U.S. patent application Serial No. 07/992,383 filed on December 15, 1992, now U.S. Patent 5,550,928. --.

Please replace the paragraph bridging pages 17 and 18 with the following paragraph:

-- The household ancillary code reader 52 may be of a type similar to that disclosed by Haselwood, et al. in U.S. Pat. No. 4,025,851, the disclosure of which is incorporated herein by reference, or U.S. Patents 5,425,100 and 5,526,427 by Thomas et al. An ancillary code, as disclosed by Haselwood, et al. in U.S. Pat. No. 4,025,851, is inserted into the program video and is read by the disclosed apparatus. Although video encoding is more widely used as a means of tracking television broadcasts than is audio encoding, video encoding is less amenable to detection by not-intrusive sensors. Thus, if any one or more of the sensors 48 are microphones, the ancillary code must be placed in audio and may be read by apparatus similar to the video code reading apparatus disclosed by Haselwood, et al. in U.S. Pat. No. 4,025,851 or by apparatus similar to the audio code reading apparatus disclosed by Weinblatt in U. S. Pat. No. 4,718,106. It will be clear to those skilled in the art, however, that generally the same [essential] benefits are available if the

video codes taught by Haselwood, et al. in U.S. Pat. No. 4,025,851 or by Thomas, et al. in U.S. Patents 5,425,100 and 5,526,427 are used. The household channel and /or station detector 54 may be the type disclosed in U.S. Pat. No. 4,697,209 by Kiewit, et al and by Zurlinden in U.S. Pat. No. 4,972,503.--.

Please replace the paragraph bridging pages 21 and 22 with the following paragraph:

-- The portable metering apparatus 26 may be similar to the household metering apparatus 14 and may also have one or more sensors 48, a signal pre-processing circuit 59 which may be similar to the signal pre-processing circuit 50, an ancillary code reader 60 which may be similar to the household ancillary code reader 52, and a channel and/or station detector 62 which may be similar to the household channel and/or station detector 54. The data that the portable metering apparatus 26 generates [are] is temporarily stored in a random access memory 64 so that it may be occasionally transferred to the data storage and telecommunication processor 40 by way of an interface circuit 66, such as a first modem, and a corresponding interface circuit 68, such as a second modem, associated with the data storage and telecommunication processor 40. The portable metering apparatus 26 may further include a rechargeable battery for supplying power to its sensors 48, its signal pre-processing circuit 59, the ancillary code reader 60, the channel and/or station detector 62, the random access memory 64 and the interface circuit 66.--.

Please replace the paragraph on lines 1-17 of page 24 with the following paragraph:

-- At the beginning of the routine 70, a block 72 determines whether tuning data is [are] needed. As discussed in U.S. Pat. No. 4,697,209, a logical flag may be set when either a television is turned on or the channel to which the television receiver is currently tuned is changed. As noted in U.S. Pat. No. 4,697,209, a loss of video synchronization may be used to set the flag to indicate a channel change if the television 24 is being metered by use of its video signal. On the other hand, if the television 24 is being metered by use of its audio signal (such as where a non-intrusive audio sensor is used), a sudden change in the audio may be used to set the flag to indicate a channel change. Alternatively, either the horizontal flyback 15 KHz "sound" or the average sound/picture level from the television 24 may be monitored to determine a change in the on/off status of the television 24. --.

Please replace the paragraph on lines 18-25 of page 24 with the following paragraph:

-- When the flag is set, the block 72 determines that it is time to capture data. It should be noted that if no such flagging event occurs within some predetermined time-out period, and if the television 24 is on, the flag is set anyway in order to ensure [assure] that a predetermined minimum number of ancillary codes, channel and/or station selection data, and audience makeup data will be captured during any given time period.--.